

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 279 Issue 4



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client: American Crossroads/ Issue	Submission Cost: 14830	Campaign Ref: E:120808048
Buyer: ..	Client/Product/Estimate: 11 / 27 / 694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06244789
Est./PO Number: 06244789	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 10a Today Show IIIF..	03	200	30 Comme	Nbr of Spots 1		1	200
2	M-Su 11p NewsF..	03	615	30 Comme	Nbr of Spots 1		1	615
3	M-F 1135p ET / 1035p CT Tonight ShowF..	03	170	30 Comme	Nbr of Spots 1		1	170
4	M-F 5p Judge JudyF..	03	250	30 Comme	Nbr of Spots 1		1	250
5	M-F 530p Judge JudyF..	03	250	30 Comme	Nbr of Spots 1		1	250
6	M-F 6p NewsF..	03	305	30 Comme	Nbr of Spots 1		1	305
8	M-F 730p ExtraF..	03	275	30 Comme	Nbr of Spots 1		1	275
9	M-F 9a Today Show IIF..	03	240	30 Comme	Nbr of Spots 1		1	240
10	M-F 10a Today Show IIIF..	02	240	30 Comme	Nbr of Spots 1		1	240
Weekly Totals: Total Spots(Ord Spots)					39	8	47	

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11	M-F 1135p ET / 1035p CT Tonight Show M.....	03	170	30 Comme	Nbr of Spots	1	1	170
12	M-F 5p Judge Judy M.....	03	250	30 Comme	Nbr of Spots	1	1	250
13	M-F 530p Judge Judy M.....	03	250	30 Comme	Nbr of Spots	1	1	250
14	M-F 630p ET / 530p CT NBC Nightly News M.....	03	920	30 Comme	Nbr of Spots	1	1	920
16	M-F 730p Extra M.....	03	275	30 Comme	Nbr of Spots	1	1	275
17	M-F 9a Today Show II M.....	03	240	30 Comme	Nbr of Spots	1	1	240
18	Sat 7a Today ShowS.	03	200	30 Comme	Nbr of Spots	1	1	200
19	Sun 8a Today ShowS	03	200	30 Comme	Nbr of Spots	1	1	200
20	M-F 10a Today Show III ...T...	03	200	30 Comme	Nbr of Spots	1	1	200
21	M-F 1135p ET / 1035p CT Tonight Show	03	170	30	Nbr of Spots	1	1	170
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22	M-F 5p Judge Judy ...T....	03	250	30 Comme	Nbr of Spots 1		1	250
23	M-F 530p Judge Judy ...T....	03	250	30 Comme	Nbr of Spots 1		1	250
24	M-F 6p News ...T....	03	305	30 Comme	Nbr of Spots 1		1	305
25	M-F 630p ET / 530p CT NBC Nightly News ...T....	03	920	30 Comme	Nbr of Spots 1		1	920
27	M-F 9a Today Show II ...T....	03	240	30 Comme	Nbr of Spots 1		1	240
28	M-F 10a Today Show III ...T....	03	200	30 Comme	Nbr of Spots 1		1	200
29	M-Su 11p News ...T....	03	615	30 Comme	Nbr of Spots 1		1	615
30	M-F 1135p ET / 1035p CT Tonight Show ...T....	03	170	30 Comme	Nbr of Spots 1		1	170
31	M-F 530p Judge Judy ...T....	03	250	30 Comme	Nbr of Spots 1		1	250
32	M-F 6p News ...T....	03	305	30 Comme	Nbr of Spots 1		1	305
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
33	M-F 6a News .T....	03	350	30 Comme	Nbr of Spots 1		1	350
34	M-F 7a Today Show .T....	03	550	30 Comme	Nbr of Spots 1		1	550
35	M-F 730p Extra .T....	03	275	30 Comme	Nbr of Spots 1		1	275
36	M-F 9a Today Show II .T....	03	240	30 Comme	Nbr of Spots 1		1	240
37	M-Su 11p News ..W....	03	615	30 Comme	Nbr of Spots 1		1	615
38	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	170	30 Comme	Nbr of Spots 1		1	170
39	M-F 5p Judge Judy ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
40	M-F 530p Judge Judy ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
41	M-F 6p News ..W....	03	305	30 Comme	Nbr of Spots 1		1	305
42	M-F 6a News ..W....	03	350	30 Comme	Nbr of Spots 1		1	350
44	M-F 7a Today Show	03	550	30 Comme	Nbr of Spots 1		1	550
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
45	M-F 730p Extra ..W....	03	275	30 Comme	Nbr of Spots 1		1	275
46	M-F 9a Today Show II ..W....	03	240	30 Comme	Nbr of Spots 1		1	240
47	Sat Notre Dame FootballS.	05	250	30 Comme	Nbr of Spots 1		1	250
48	M-F 7p News ..W....	02	575	30 Comme	Nbr of Spots 1		1	575
49	Sat 7a Today Show MTWTFSS Isolations: W/C 10/29S.	03	175	30 Comme	Nbr of Spots 1		1	175
50	M-F 530a News ...T...	02	180	30 Comme	Nbr of Spots 1		1	180
52	M-F 6p News M.....	03	305	30 Comme	Nbr of Spots 1		1	305
Weekly Totals: Total Spots(Ord Spots)					39	8	47	

Grand Totals				Month 11 Weeks: 4	
Totals		10/29	11/05		
Spots	47	39	8		
Cost	14830	12180	2650		

Grand Totals:

Spots:	47
Gross Total:	14,830.00
Commission:	2,224.50
Net Total:	12,605.50

REP HEADLINE# 6244789 TRF# E:120808 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 20.11
 CHANGES *** WNCN-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MICK NESCI (H)
 ALEXANDRIA, VA 22314
 ORDER # CONTRACT # 6244789 CLASS: NATL. LOCAL REGIONAL
 PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES OCT30/12 NOV5/12 WK-1
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV1/12 20.11

REP: REVISION
 M1 APPROVED
 M2 REJECTED
 1X IN 7P NEWS MOVED TO 6P
 CREDIT OF \$5
 PLS CNF
 THANKS, MICK

STA: **PLS SEE M2 RATE REVISIONS PER STEVE 11/5**
 ALL PREBOOKED - RATE GOING UP - PLS REVISE PER M1 AS WELL
 THX, CHERYL 11/1
 1***PLS SEE M1 RVSD RATES PER STEVE*** ADDED 2 SPOTS TO KEEP \$ THE SAME PL
 ADVISE ASAP - ALL PREBOOKED
 THX, CHERYL 10/25

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
8	S		700P-730P	30		\$310.00	11/2	11/2	0		FRI	0

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 694
 AGENCY PRODUCT CODE = 27
 PROGRAM : NBC 17 NEWS AT 7
 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE
 CON COM1 : NBC 17 NEWS AT 7

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 20.11
CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
57	A		700P-730P	30		\$575.00	10/31	10/31	1		WED	1
PROGRAM : 7P NEWS ORD COM1: RVS D RATES PER STEVE - NEED \$575 FOR 7P NEWS - ADDED 1X SAT TODAY AND ORD COM2: 1X 530AM NEWS TO KEEP \$ THE SAME THIS IS A MAKE-GOOD FOR NOV2 ON LINE-8 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV1 ON LINE-32 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT31 ON LINE-53 FOR 1 SPOT/WK												
58	A		700A-900A	30		\$175.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY SHOW ORD COM1: RVS D RATES PER STEVE - NEED \$575 FOR 7P NEWS - ADDED 1X SAT TODAY AND ORD COM2: 1X 530AM NEWS TO KEEP \$ THE SAME PART OF A MAKEGOOD MADE UP OF LINES 57-59												
59	A		530A-600A	30		\$180.00	11/1	11/1	1		THU	1
PROGRAM : 530AM NEWS ORD COM1: RVS D RATES PER STEVE - NEED \$575 FOR 7P NEWS - ADDED 1X SAT TODAY AND ORD COM2: 1X 530AM NEWS TO KEEP \$ THE SAME PART OF A MAKEGOOD MADE UP OF LINES 57-59												
19	S		700P-730P	30		\$310.00	11/5	11/5	0		MON	0
PROGRAM : NBC 17 NEWS AT 7 ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: NBC 17 NEWS AT 7												
32	S		700P-730P	30		\$310.00	11/1	11/1	0		THU	0
PROGRAM : NBC 17 NEWS AT 7 ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: NBC 17 NEWS AT 7												
53	S		700P-730P	30		\$310.00	10/31	10/31	0		WED	0
PROGRAM : NBC 17 NEWS AT 7 ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: NBC 17 NEWS AT 7												
60	A		600P-630P	30		\$305.00	11/5	11/5	1		MON	1
PROGRAM : 6P NEWS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#8	MISSED: FRI/700P-730P				NOV2		30S	\$310.00	(OCT25/12)	
		BUY#32	THU/700P-730P				NOV1		30S	\$310.00		
		BUY#53	WED/700P-730P				OCT31		30S	\$310.00		
			OFFER: WED/700P-730P				OCT31		30S	\$575.00	PLS ADVISE.	
			& SAT/700A-900A				NOV3		30S	\$175.00		
			& THU/530A-600A				NOV1		30S	\$180.00		
			CMT: RVSD RATES PER STEVE - NEED \$575 FOR 7P NEWS - ADDED 1X SAT TODAY AND									
			CMT: 1X 530AM NEWS TO KEEP \$ THE SAME									

M2	REJECT	BUY#19	MISSED: MON/700P-730P				NOV5		30S	\$310.00	(NOV1/12)	
			OFFER: MON/700P-730P				NOV5		30S	\$575.00	PLS ADVISE.	
			CMT: RATE REVISIONS PER STEVE									

NOV/12 14830.00
 CONTRACT TOTAL 14830.00
 TOTAL SPOTS 47

MARKET TOTALS \$148,350 WNCN 10% WRAL 45% WTVD 35% WRAX 10% WRDC 0% WLFL 0% CABL 0%
 ESTIMATED SHARES

SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6244789
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM STATION AUG8/12 17.01
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/AMER.	CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC		BUYER NAME	STEPHANIE MARONEY	
		66 CANAL CENTER PLAZA, SUITE 555		SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314				
ORDER #		CONTRACT # 6244789		CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMERICAN CROSSROADS	EST#694	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES	OCT30/12	NOV5/12	WK-1			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED		DATE	AUG8/12	17.01

REP: NEW ORDER
TTL 14835 @ 47X
PLS CFM
THANKS, MIKE FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 14835.00
TOTAL SPOTS 47

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/12/12 Steph Mung 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title